Secta. II-37—100,000—21-5-52.

Food and Agri (1952) Department.

Ms. SERIES.

G.O. No. 1018

1018

Dated 23rd June 1952.

[Despatch Abstract.]

Agriculture -- Extension service -- Applied science -- Committee on the Extension of Agriculture.

Approved.

GOVERNMENT OF MADRAS
ABSTRACT.
***

Agriculture - Extension Service - Draft Scheme submitted by the Director of Agriculture - Approved.

FOOD AND AGRICULTURE DEPARTMENT.

G.O.MS.NO.~~1084~~ 1018. Dated 23rd June 1952.
Read the following:-

G.O.Ms.No.260 Food and Agriculture dated 27th February 1952.
G.O.Ms.No.540, Food and Agriculture dated 28th March 1952.
From the Director of Agriculture, dated 15th April 1952,
Letter No.L.3-360/52.

ORDER:

While passing orders on the suggestions contained in the resolution on 'Extension Service' passed by the Joint Meeting of the Advisory Board and Governing Body of the Indian Council of Agricultural Research held on 8th May, 1951 at Dehra Dun, the Director of Agriculture was instructed to submit a draft Extension programme for the approval of the Government. The Director of Agriculture has accordingly submitted a comprehensive scheme in his letter read above. The programme is appended. Almost all the items in the programme are those already pursued but the programme is an attempt at consolidation and presenting a rounded plan for concerted action. The Government approve generally the draft programme submitted by the Director of Agriculture subject to the following remarks:-

(a) The Joint Director of Agriculture (Extension) should be instructed to intensify the various items of work envisaged under the scheme and the Director of Agriculture should come up to the Government, if any special approval is required.

(b) The department has been able to run only about 5,000 demonstration plots in this State which comprises about 30,000 villages. The target to be aimed at should be at least one demonstration plot for each village and the progress in this respect will be an indicator of the intensity of Extension work.

(c) Extension work is essentially an educational programme for ducating the ryots to do and not merely to know things and so, the practical aspect of Extension work and the method of approach should not be overlooked.

(d) As regards the suggestion of the Director of Agriculture to form co-operative societies, to undertake the work of stocking and selling the farmers' requisities, the Director of Agriculture is informed that he may take steps to have such societies formed wherever possible by the Registrar of Co-operative Societies.

2. The Director of Agriculture is requested to submit a monthly report of the extension activities conducted under the guidance of the Joint Director of Agriculture (Extension). The report should be submitted by the 15th of the month following that to which the report relates. The first report for June 1952 should be ~~as~~ submitted by the 15th July and should include an account of the preliminary work done by the Joint Director of Agriculture (Extension) since his appointment on 1st April 1952.

3. The Director of Agriculture is also requested to include a special section for Extension activities in the annual

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Administration Report of the Agricultural Department with effect from the Report for 1951-52.

/BY ORDER ETC./

N. Murugesa Mudaliar,
Deputy Secretary to Government.

To
The Director of Agriculture.
The Registrar of Co-operative Societies.
The Secretary, Indian Council of Agricultural Research Jamnagar House, Hutments, Mansigh Road, New Delhi.
Copy to Development Department.
Copy to Public Department(Community Project).
Copy to Food and Agriculture (Food Production) Department.
Copy to L.M. AND N Section.
Copy to H. Section for giving a periodical number.

/True copy/

APPENDIX.

PROGRAMME OF EXTENSION WORK OF THE DEPARTMENT OF AGRICULTURAL, MADRAS STATE.

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INTRODUCTION:- The Department of Agriculture in this State was re-organized and constituted as a separate entity in 1905 about 47 years ago. During the early Stages extending over a period of about 15 years, the activities of the Department were mostly confined to planning and organizing.

(a) Research sections at the Agricultural Research Institute, Coimbatore;

(b) Research cum demonstration farms indifferent parts of the country selected on a regional and crop basis; and

(c) Training of the personnel required for the staff of theDepartment.

This step can be justified because the Department can be of no help to the cultivator unless research is conducted and some tangible results are achieved for transmission to the cultivators.

The department expected that the Agricultural practices adopted on the Research-cum-demonstration farms would be copied by the cultivators who visited them. This was no doubt achieved, but only to a limited extent. The Officers in charge of these farms toured in the neighbourhood to study the local agricultural practices and gather materials to form the basis for research work. In the course of their tours, they influenced the rich landlords to take up certain improvements as a substitute for the traditional methods adopted. This was the beginning of the extension activity of the department.

In the next stage, from the early twenties to the early forties over a period of ~~twenty~~ years, though some sort of extension work was taken up, the strength of staff employed was very inadequate with the result the jurisdiction was very wide. Only a few taluks in each district had one Agricultural Demonstrator and his jurisdiction extended over two or even more taluks. He was assisted by a single maistri a technically-trained hand. Consequently the nature of work done was not intensive and even the existence of the department was not known.

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It was only in 1941 that an Agricultural Demonstrator was appointed for each taluk and a separate District Agricultural Officer for each district. The steep taken to bridge the gulf between research and propaganda, though belated is just over a decade old. This fact has to be borne in mind in evaluating the work done by the Agricultural Department.

Subsequently as a consequence of launching the Grow More Food Campaign, some big districts like Tanjore and Malabar were bifurcated and separate District ~~Districts~~ Agricultural officers were appointed. About 100 big taluks were also bifurcated and additional Agricultural Demonstrators were appointed. Besides, as a part of development programme some special staff was appointed for specific items of work.

2. STAFF EMPLOYED:- The department has at present the following staff in charge of extension work.

(1) General Items.

Joint Director of Agriculture(Extension)	1	
Headquarters Deputy Director of Agriculture	1	
Regional Deputy Directors of Agriculture	8	
District Agricultural Officers	29	(Includes one Officer each in charge of Wynaad and Araku Valley Colonization Scheme),
Agricultural Demonstrators. . . .	348	
Fieldman. . . .	679	
Maistries. . . .	1,019	

(2) SPECIFIC ITEMS.

(i) Plant Protection staff . . .		
(a) Plant Protection Officers . . .	54	
(b)Plant Protection Assistants	54	
(c) Maistries	54	
(ii) Seed Development staff.		
(a) Seed Development Officers.		
Paddy.	3	
Millets	2	
(b)Seed Development Assistants	38	
(iii) Cotton Extension staff:		
(a) Cotton Extension Officer. ...	1	
(b)Assistant Cotton Extension Officer ...	4	
(b) Cotton Development Assistants. ...	11	
(d) Maistries ...	11	
(iv) Sugarcane Development staff:-		
(a) Sugarcane Development Assistants. ...	24	
(b) Maistries ...	96	
(c) Fieldman ...	24	

3. Methods Employed:- (i) DEMONSTRATION PLOTS:- The expectation of the department that ryots after visiting the Research-cum-Demonstration farms would naturally copy the practices adopted did not materialize to any great extent. The main objection was the ingrained suspicion of the cultivator that the methods adopted to secure increase yields were not applicable to his means and conditions.

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The department had, therefore, to think of some other method of influencing the cultivator. In the early thirties, after an increase in the strength of the field staff, demonstration farm method was replaced by "Demonstration Plot" method. In accordance with the revised Policy, the improved methods were demonstrated on the cultivators' own land and he did all the operations under the departmental control or direction. The change was found to be very effective. This type of occular demonstration appealed to the cultivators very much. The improved practices demonstrated were taken up eagerly and their natural spread was very wide.

Even to-day, this occular demonstration method holds the pride of place among the various methods adopted for transmission of the results of research.

(ii) MODELFARMERS:- In 1950, a new scheme was launched. One Model farmer was appointed for each taluk. He is paid a subsidy of Rs.250 per annum. The main object of the scheme is that practical farmers, who are willing to abide by the following conditions are selected:-

(a) They should readily adopt all the possible improved methods recommended by the department on their holdings;

(b) They should allow the ryots in the neighbourheed to visit their farms and observe the practices; and

(c) They should influence the neighbouring farmers to adopt the practices found profitable.

This system is working saitsfactorily.

(iii) HONORARY PROPAGANDISTS:- In 1950 a new scheme was launched in East Godavari, West Godavari, Guntur, Krishna, Nellore, Tiruchirapalli, Tirunelveli and Madurai districts. One practical farmer, an old client of the department, is selected for each district. He is paid Rs.50 per month as honorarium and is given the assistance of a maistri. The main object of the scheme is to utilise the services of good farmers to do propaganda among the farmers, convince them of the utility of the improved methods and encourage them to adopt. This scheme is found to be not working satisfactorily as it is not possible to secure the services of good farmer who can carry on propaganda.

(iv) BARTER SYSTEM FOR IMPROVED SEED DISTRIBUTION:- This scheme was introduced in Chittoor, North Arcot, South Arcot and Chingleput districts. The main object of the scheme is to facilitate poor ryots, who cannot afford to pay cash to purchase improved seed. In accordance with this system, the poor ryots are permitted to obtain improved seed in exchange for local seed available with them, on bulk to bulk basis.

It is too early to pass any remarks and the scheme will be continued for some more time.

(v) COMMISSION PAYMENT SYSTEM FOR IMPROVED SEED DISTRIBUTION:- This scheme is in force in all the districts. One individual is selected for each taluk. The main object of this scheme is to encourage the introduction of improved seed in interior villages, located far away from the departmental depots.

There is one departmental depot for each taluk, located at the headquarters of the taluk as an adjunct to the office of the Agricultural Demonstrator. The ryots in the villages located far away

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are not now ~~several~~ served adequately in getting their seed requirements. The procedure adopted is, one seed farm ryot, who grows departmental seed, is permitted to keep the stock and sell to the ryots in the neighbourhood. He is paid a commission of Re.1 per bag of 125 lb. seeds sold. The variety and quantity to be sold is fixed in advance.

It is too early to pass any remarks on the usefulness of the scheme. The scheme will be continued for some more time.

(vi) MULTI-PURPOSE CO-OPERATIVE SOCIETIES - SERVICES UTILIZED FOR IMPROVED SEED DISTRIBUTION:- This scheme is in force in East Godawari, Nellore, Guntur, Tirunelveli, Madurai, Coimbatore, South Kanara and Malabar districts. The main object of the scheme is to introduce improved seed in villages, located far away from the departmental depot, located at the headquarters of each taluk.

The co-operative societies are paid a commission of Re.1 per bag of 125 lb. of seed sold to the public.

It is too early to pass any remarks on their usefulness. The scheme will have to be continued for some time.

(vii) EXHIBITION:- Exhibitions are staged in connexion with local fairs and festivals, political, religious and social gatherings, when large number of people gather.

(viii) MONTHLY JOURNALS IN REGIONAL LANGUAGES:- The department is publising a monthly journal in the four regional languages. The annual subscription collected is Rs.1-8-0 per individual. The details are furnished below:-

	Started in	Present strength of subscribers.
Padi Pantalu (Telugu).	July 1944	48,631
Mezhichelvam (Tamil)	-do-	51,837
Krishikarabandu (Kannada) . . .	September 1949	5,291
Naveena Karshakan(Malayalam) ..	-do-	4,961

Commission agents are appointed to push through sale of copies and secure material for advertisement.

The journal publishes only articles relating to agriculture and allied matters of interest to the farmers. Farmers contribute articles relating their experience in adopting improved methods.

(ix) LEAFLETS:- The department publishes leaflets on specific subjects for free distribution to the public.

(x) BOOKS - POPULAR SERIES:- The department has published in English and in regional languages books in popular and non-technical language on the following subjects:-

Sugarcane, agricultural implements, millets, tapioca, turmeric, rice, ~~oil~~- oil-seeds, sweet potato, fruits, hedge plants pepper, fodder grasses and fodder plants. They are priced at 3 annas each except hedge plants price at 7 annas each.

NOTE:- Some of the books are still in the Press.

(xi) AGRICULTURAL NEWS LETTER:- The department is publishing bi-monthly in English "Agricultural News Letter" giving the results of latest trials and research work.

This is mostly intended for departmental staff to keep themselves in touch with the results of latest trials and research

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work and make use of ~~me~~ them in their extension work.

(xii) PICTORIAL POSTERS:- The department will be shortly printing and supplying multi-coloured pictorial posters on improved methods recommended by the department.

They are mainly intended for illiterate farmers who cannot be easily influenced either by spoken word or printed matter.

(Xiii) CINEMA FILMS:- The department has a stock of some films produced aborad and they are being exhibited.

(xiv) INTEREST FREE LOANS ISSUED FOR PURCHASE OF SEED, MANURE AND PERST CIDES:- The department is issuing interest free short term lons and the details are:-

(a) Interest free loans 15 times the kist or up to a maximum of Rs.120 per individual is granted on personal security, repayable in two annual instalments along with kist.

The amount is disbursed in cash and/or kind.

(b) Interest free loans up to Rs.200 per individualm/is granted in all districts except in Ananatapur and Ramanathapuram repayable in one instalment on personal security.

The amount is disbured for purchase of chemical manures only.

(xv) LOANS ISSUED FOR PURCHASE OF AGRICULTURAL MACHINERY AND IMPLEMENTS:- The department is issuing interest bearing short term loan on personal security and the details are:-

(a) Five ~~tiles~~ times the kist or up to a maximum of Rs.100 per individual.

(b) Repayable in two annual instalments along with kist.

(xvi) PESTICIDES:- Sale at concession rate for f od crops:- The department is stocking pesticides (insecticides and fungicides) found effective in combating the attack of insect pests and fungus diseases, affecting crops and plants. They are sold at half rate for food crops, viz. paddy, millets (ragi, cholam, cumbu, tenai etc.) vegetables, potato, sweet potato and tapica.

(Xvii) SPRAYERS AND DUSTERS LOANED TO RYOTS:- In each taluk depot hand-operated sprayers and dusters are stocked and loaned to ryots free of charge.

In some districts, power-operated sprayers are stocked and hired ~~and hired~~ to ryots on payment of cost of ~~no~~peration.

(xviii) DISEASES AND PESTS AFFECTING CROPS AND PLANTS:- Control by enactment of Legislation:- Government are enforcing legislation only in the case of control of diseases and pests affecting crops and plants. The Provisions of the Madras Agricultural Pests and Diseases Act are enforced only in localized areas whever necessary and the period of enforcement is also notified.

(xix) LANTERN SLIDES:- They are screened along with exhibitions, but they are not attracting audience who want cinema films preferably with sound accompaniment.

(xx) Short-term course for sons cultivators:- Attempts made in the past to run special courses for short period to train sons of cultivators have not met with success. The response was very poor.

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(xxi) TOURS FOR PRACTICAL CULTIVATORS:- The State was divided into regions and from each region a few select practical cultivators were taken on tour to other regions to observe for themselves the agricultural practices followed there. The entire cost was met by the State. This scheme is not in force now.

(xxii) VANAMAHOTSAVAM CELEBRATIONS:- The department supplies seeds and/or seedlings specially raised of trees and plants of economic importance, free of cost or at concessional rate for planting during Vanamahostavam celebrations. Prizes were awarded to the best district, best village, best institutions such as a Court, District Board, Municipality, Public Works Department, Railway and other colleges not affiliated to the University and the best University inclusive of affiliated colleges on the basis of trees survived.

(xxiii) COMPOST WEEK CELEBRATIONS:- The Government have instituted prizes to be awarded to the individual who prepares the maximum quantity of compost during the week in each taluk.

(xxiv) FIRKA DEVELOPMENT WORK:- The department has loaned the serv ces of one fieldman and two maistries for work exclusively in Firkas and Centres selected for intensive work by the Rural Welfare Department.

(xxv) BEE-KEEPING:- This Agro-industry is possible of development only in localized areas in the State where adequate bee pasturage is available. A special staff is employed in West Godavari, East Godavari, Krishna, Srikakulam, Visakhapatnam, Guntur and Chittoor districts where conditions are most favourable for further development The Government is considering introducing a similar scheme in Madurai, Malabar, Salem, Tiruchirapalli, Tanjore, Tirunelveli, Nilgiri and South Kanara districts.

(xxvi) COCONUT PALM PROTECTION:- A special scheme is in force in East and West Godavari districts to rear and release parasites to attack and kill the caterpillars damaging the leaves of coconut palms. The Government is considering setting up a similar scheme in Malabar district.

(xxvii) RADIO PROGRAMME:- The All India Radio Stations at Madras, Vijayawada, Tiruchirapalli and Kozhikode are activily co-operating in giving facilities to the staff of the Agricultural department to do propaganda.

(xxviii) FARMERS DAY CELEBRATIONS:- The department has organized celebration of Farmers Day at the Government farms, when the farmers are invited and lectures are given and discussions held with much success.

(XXIX) JOURNALISTS CO-OPERATION:- Both the English and the Journals published in the Regional languages have extended hearty co-operation in giving wide publicity to items of news supplied to them.

(xxx) CROP YIELD COMPETITION:- This scheme was introduced in 1951. This has created a healthy rivaly among the farmers to produce more.

(xxxi) AGRICULTURAL ASSOCIATIONS:- Various attempts made in the past to enlist the support of the non-officials by forming Agricultural Associations at village, taluk and district levels did not meet with success. The Government permitted the District Collectors to be ex-officio President and the District Agricultural Officer to be the Ex-Officio Secretary of the District Agricultural Association. Some of the Associations have even reserve fund and yet they are defunct.

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(xxxii) LOANS GRANTED FOR PRODUCTION OF IMPROVED SEEDS:- In East Godavari, Krishna, Tanjore, Pattukottai, Nellore, Madurai, Tirunelveli districts interest free loan is granted on personal security to ryots to multiply improved seeds and supply to the department. The loans is granted under the following terms:-

(a) Minimum area to be cultivated should be 10 acres of main crop and 5 acres of second crop paddy.

(b) The farmer should agree to supply 10 bags (160 lb. each) of paddy seed per acre to the department at the controlled rate.

(c) The amount of loan sanctioned is Rs.100 per acre up to a maximum of Rs.12,000 per farmer in respect of paddy.

(d) The loan is recovered while settling the bill.

In Visakhapatnam and Coimbatore districts, interest free loan is sanctioned on personal security to ryots to multiply improved millets seed and supply to the department. The loan is granted under the following terms:-

(a) The farmer should supply 2 bags of seed (160 lb. each) per acre.

(b) The amount of loan sanctioned is Rs.50 per acre up to a maximum of Rs.3,000 per farmer in the case of irrigated millets, and at Rs.30 per acre up to a maximum of Rs.2,000 per farmer in the case of rainfed millets.

(c) The loan is recovered while settling the bill.

NOTE: The loans are granted only to owner cultivators on personal security.

4. PROGRAMME:- (a) DEMONSTRATION PLOTS - Demonstration plots will be organized on a large scale.

All the methods of propaganda and publicity adopted hitherto have no douht contributed to the spread of the results of research, but none of them can be compared with the part played by the occular demonstration plot Even to-day this occular demonstration method holds the pride of place among the various methods adopted for transmission of the results of research.

The aim will be to organise demonstration plots in each village.

(b) MODEL FARMER:- The non-official co-operation is necessary in the extension work. The Government are, therefore, considering the feasibility of appointing one Model farmer for each firka instead of each taluk as in vogue now.

(c) CO-OPERATIVE SOCIETIES:- It is found by experience that the Agricultural Demonstrator cannot serve the dual purpose, viz., stocking and selling the farmers' requisites and educating the farmers in improved methods, He should be completely relieved of salesmanship so that he can attend to his legitimate work. This is possible only if the work of stocking and selling the farmers requisites is undertaken by the co-operative societies. Steps will be taken in this direction.

(d) EXTENSION STAFF:- Since 1947 we have had three distinguished foreign experts, viz., Sir John Russel, ~~Sri~~ Dr.Norris E.Dodd, and Lord Boyd Orr, visiting India at the invitation of the Union Government to study the present set up of Agricultural Departments in

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various States in India, evaluate their work and suggest improvements One common suggestion made by them refers to considerable expansion of the extension side of the departmental activity. They laid considerable emphasis on this suggestion.

Considering the jurisdiction of a taluk, which on an average contains anything over 150 villages, scattered over 400 square miles, even the present staff of one demonstrator, assisted by 2 or 3 feildman supervising and guiding the work of 3 or 4 maistries canno be considered adequate.

If the propaganda has to be effective, the cultivator, has to be met constantly and guided in his day to day practices. This could be possible only if the jurisdiction of the staff is small. There is, therefore, a strong case for increasing the strengh of the staff employed on extension work.

As already indicated under item (c) the Agricultural Demonstrator will be completely relieved of the work of stocking and selling the farmers' requisites.

(e) TRAINING OF EXTENSION STAFF:- The number of students admitted every year in the two Agricultural Colleges at the present number, viz. 80 each will have to be continued.

The Government have approved a Five Year Plan to train fieldmen and maistries. The first batch was trained in 1951 and the training of the second batch will begin this year (1952).

(f) TRAINING OF SONS OF CULTIVATORS:- The Government are considering proposals for starting three Agricultural Schools with the object of training sons of practical cultivators. There is also a proposal to start Refresher Course to the sons of farmers.

(g) RURAL CUM URBAN COMMUNITY PROJECTS:- The Government are considering starting seven intensive development projects in the following areas:—

(i) WITH THE AID OF FORD FOUNDATION PLAN:- Kovvur taluk in Nellore district.

(ii) WITH THE AID OF INDO U.S. TECHNICAL CO OPERATION AGREEMENT:-

East Godavari district	... Kakikada taluk, part of Peddapuram taluk served by Yeler and tanks.
Kurnool Cuddapah	... Canal area.
Madurai District	... Periar Project area.
South Kanara District	... Karkal and Mangalore taluks.
Malabar district.	... Malamphuzha Project area.
Coimbatore district.	... Lower Bhavani Project area.

(h) Farmers day celebration:- This will be conducted on model farms instead of on Government farms.

(i) OTHER METHOD:- There can, however, be no finality in the methods to be employed, but past experience has confirmed that all other farms can only supplement, but not supplant the occular demonstration.

The best methods found suitable for each tract will be employed.

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Special efforts will be made to ~~evife~~ revive the defunct Agricultural Associations and thus enlist the co-operation of non-officials in development programme.

/True copy/

R Thiagarajan 18.10.86

SUPERINTENDENT.
MADRAS RECORD OFFICE.

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